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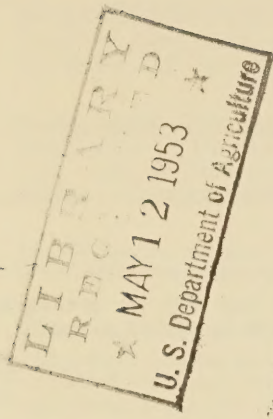


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NAOMI'S AFRICAN VIOLET ROOMS

P. O. BOX 123 BROCKPORT, N. Y.

The listing you requested.

Return postage guaranteed, form 3547 re-requested.



E 1953

NO.

P. O. Box 123 BROCKPORT, N. Y.

Date _____

Ship _____
To _____

Street _____
or R.F.D. _____

Town and
State -----

On leaf orders under \$5.00 please add 60c for packaging and postage. Orders of \$5.00 and over will be mailed postpaid.

[illegible]

CUT ALONG LINE

Check or Money Order Enclosed for \$_____

Use Additional Sheet If Necessary.



NAOMI'S AFRICAN VIOLET ROOMS

141 Holley St., Brockport, N. Y.

Dealer and Grower of
exciting N E W varieties.

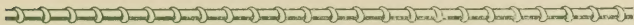
To our old friends: It has been a pleasure to know and serve you in our modest way. We have enjoyed your many letters of appreciation and we hope our selections will continue to gratify you.

To new friends: Let's get acquainted. My collection started, as a decorative touch, with a few varieties on one shelf. Their lovely foliage and exotic blooms were so attractive and cheerful that we added more shelves, and then—filled more windows. Our home became an intimate living picture. Hubby soon capitulated and joined me in my hobby. Before long the cost, of each new and exciting variety, began to rear its ugly head. Must I be satisfied with one, when there were so many I wanted? Never! I just started to economize and grew plants from leaf-cuttings. We were surprised how easily they propagated when I understood the simple principles involved. It was fun to "watch the babies grow"—they blossomed early and kept right on blossoming month after month. And the money I saved! We could have several of the latest improved varieties for the price I had frequently paid for one plant.

I believe you, too, will enjoy growing these charming little plants—will thrill to each new leaf and bud stalk as they unfold. No matter what confusing propaganda may have come your way, African Violets are practically as easy to grow indoors as any other plant. Your success depends on understanding their ways and giving them the small amount of care and attention they desire.

Violets are still our hobby, we love each and every plant and take pride in each beautiful leaf we send to you. For my listing, we have carefully selected the best, of the newest introductions, from those which have grown so well in our own home. I adhere strictly to authentic names and try to describe accurately as we see them. SERVICE is our chief commodity. We actually have the varieties we list and we offer no so-called bargains nor quantity prices. **Quality is not expensive—it pays.**

Our leaf-cuttings are fresh-cut leaves from strong, healthy, stock-plants especially reserved for propagating purposes. The plants have not been "forced". Each leaf is labeled with its authentic name, and separately sealed to preserve growing vitality. Shipments are scientifically packed and sent first class mail to insure reaching you quickly and in the best condition. Simple growing instructions and a packet of special chemical are included in all shipments—to prevent leaf-rot while rooting and, to assure your success. We guarantee safe delivery to any mailing point in the United States or



Canada. Our reference is the Lincoln-Rochester Trust Company, Brockport, N. Y. All orders are numbered as received and promptly acknowledged. Shipments are made in the same order sequence, as soon as weather permits. Hence, we strongly urge you to send in your order early, to avoid disappointment, because we reserve the right to refund your money if we are unable to fill your order. We never substitute unless requested. The attached order blank is for convenience—hurry it back to us so we can make you happy at the earliest possible date.

NOTICE to Canadian customers: We have inspection certificates from both our State and Federal authorities to expedite your imports. However, each order must be accompanied by a Canadian "nursery stock" import number on a first class mailing label. You can easily obtain your permit and this label by applying to:

The Chief, Science Service,
Division of Plant Protection,
Department of Agriculture, Ottawa, Canada

Alma Wright—Medium size double white flower on small light green foliage. Dainty compact plant—not a miniature. Named for the Editor of African Violet Magazine. 50c.

Apple Blossom (Improved)—Large white flower with rose-orchid at tips and edges. Medium green DuPont foliage. Will grow large and lovely. 50c.

Aurora—Delicate blue flower diffused with a blending white. Exquisite, but contrary in that the upper petals are the lightest. Bright green rippling foliage. 50c.

Autumn—Medium blue full double, some petal tips minutely splashed with rose-pink, usually 10 to 12 buds per stalk. Large dark green leaves, varnished in appearance, deeply waved and rippling, underside has red coloring of autumn foliage. The outstanding plant of the year. \$1.00.

Bronze Fringette—Dark blue frilled flower with sides of petals crimped backward. Bronze fringed foliage, very red underside. Size medium. 50c.

Brussels Sprouts—The "Parrot Tulip" of violets. Usually a silver green ball-blossom shaped like its name, occasionally unfolding to disclose a huge double, deep purple, flower. Extra profuse bloomer. 50c.

Calif. Dark Plum—Flowers open a dark red velvet (almost black) later becoming rayed to a plum red. Large dark green foliage, will make a large graceful plant. 50c.

Corsage—A new color in violets. Powder blue double flowers with a corsage of bloom nestling on medium green foliage. Medium size plant. 50c.

Dainty Dutchess—Delicate shell pink, sweetpea type, flower on light green girl foliage. A blue ribbon winner at the '52 Convention. 50c.

Double Lace—Full double white flowers often variegated, even on the same flower stalk, with pastel shadings. Lots of blossoms, on lovely bright green fringed foliage. Compact small to medium plant. 50c.

Double Lady—Medium blue full double flowers. Dark shiny girl foliage with bronze throat. 50c.

Dream Girl—White flower with dark blue edge. Very dark velvety green girl foliage. Deeply scalloped edges banded white, with larger white area at base of scallops. Small but not miniature. 50c.

Evening Sunset—Light blue flower with an overcast of pink, especially predominate in the upper two petals. A blend of sunset colors around a large white eye. Small, unusual dark green leaves on thick stems. Grows slowly to a small - medium size plant. Patience will reward you well. 50c.

Fire Chief—Full double red bicolor flower with dark tips. Dark green serrated edge foliage. A good size plant, always in bloom. 50c.

Fluffy Lady—Full double fluffy white flower, may also have blue marked blossoms on same flower stalk. Lovely light green girl foliage. Medium to large plant. 50c.

Friendship—Giant light blue flower with darker eye. Blossom frequently measures 2 inches. Excellent dark green, heart shaped, slightly cupped and quilted, foliage. Red underneath. Size medium to large. We have applied for registration. 50c.

Frilled Blue Delight—Flower white suffused with blue, most predominate on the frilled petal edges. Lovely bright green fringed foliage. A compact small to medium plant. 50c.

Frosty (Ulery's)—Young leaves creamy white with green up center and veins, outer leaves nearly all green but frosted at base. Most unusual. Will propagate 95% to 100% true, whereas most variegated foliage violets refuse to propagate. \$1.00.

Geneva's Daughter—Blue flower with white edge. Lighter blue than Lady Geneva and on beautiful bright green girl foliage, to boot. Medium size plant. 50c.

Girl at Dawn—Unusual shade of light purple. Lovely dark girl foliage. Medium size plant and a profuse bloomer. 50c.

Holly (Kellar's)—Medium blue flower. Plant named for foliage which is black-green, frilly pointed, ruffling to the edges, red underside. 50c.

Indianola—Large orchid bicolor flower with dark plum eye. Bronze foliage, wine-red underside. Large fast grower. 50c.

Inspiration—Pastel violet, shading deeper in center of blossom and brushed deeper into the petals. Flowers larger than silver dollar, 7 or more to stalk, and held high above medium green foliage. Leaf toothed edges and tapered at tip. 50c.

Lady Enchantress—Deep red flower with white edge. Dark green girl foliage. Medium size plant. A real enchantress—exciting as her name. 50c.

Magnifico—Huge double bicolor flowers—light orchid with outer petals flushed wine and ending in very dark red tips. Small, dark green foliage—very red underneath. A medium size plant. Truly magnificent. 50c.

Minuet Girl—Unusual shade of light (minuet) blue. Nice medium green girl foliage. Medium size plant. 50c.

Moonlight—White flower marked with light blue. Dark green, white scalloped, deeply lobed, curly foliage. Small, compact, but not miniature. 50c.

Pansy—Light blue flower, petals tipped with a white band. Medium green foliage. A darling. 50c.

Pink Attraction—Glowing pink flowers, large round petals, bright rosy eye. Excellent medium green foliage. Medium large plant. Attractive—and then some. 50c.

Pink Cheer—Deep rose-pink flower on dark green foliage. Good grower and bloomer. The '52 pink Champ. 50c.

Pink Luster (Tinari's)—Lush sea shell pink, up to 15 or more flowers per stalk. Dark green, slightly quilted foliage. Medium compact plant. 50c.

Pinnochio—Deep purple flower with white flecks, maybe at edges and/or tips. Odd, amusingly shaped petals. Wavy medium green foliage. Medium size plant. 50c.

Rainbow Rose—Large double flowers; some pure white edged with a lovely rose, others are white suffused with rose. You will watch each blossom as it opens—each lovelier than the one before. Excellent foliage. Our biggest seller in '52 and we cannot grow enough of them to keep up with plant sales demand. 50c.

Red Lady (Ulery's)—Clear red flower, does not fade. Beautiful bright dark green girl foliage. Medium size plant. 50c.

Red Princess—Bright wine red flower on nicely quilted, bright, shiny green foliage. Large plant. 50c.

Red Wave—Red flower on wavy leaves — a terrific bloomer. Silver Cup winner (highest award) at the '52 National Convention. 50c.

Robinhood—Blossoms have large, flat, dark tipped petals. Upper 2 petals deep maroon red (almost black). Lower 3 petals a good rich red. Dark green tapered leaf. Will grow large and beautiful. 50c.

Royal Scot (Dbl. Orchid Neptune)—Double light plum flowers. Sleek dark green, quilted, spooned, foliage red underside. An aristocrat. 50c.

Ruffled Queen—Large blue-burgundy flower with ruffled, frilled petals. Medium green heavy DuPont foliage. Large plant and the Queen of fringed blossoms. 50c.

Sea Shell—Lavender flower with a white edge. Delicate and lovely. Medium green foliage and a medium size plant. 50c.

Shocking—Truly a shocking pink. Bright green foliage with a tendency to quilt. Medium to large plant. 50c.

Silhouette—Flower light blue silhouetted against a wide band of paler blue at edges. Has a white eye, and bright green foliage. Exciting? 50c.

Silver Lining—One of Fischer's lovely edged double series. Full double blue flower, each petal clearly edged in white—resembles a blue cloud exposing its silver lining. \$1.00.

Sir Lancelot—The knight of bicolours. Flower lavender-pink with petals tipped a very dark purple. Upper 2 petals lavishly tipped and blending to the eye. Shiny dark green foliage. Vigorous grower. Should win prizes at any show. 50c.

Snow Lining—Fischer's companion to Silver Lining. Full double red-lavender flowers, each petal clearly edged in white. We have impatiently awaited the release of this series. \$1.00.

Spec. Blue Eyed Girl—White with blue eye. Bright green girl foliage with white spot running up into veins, evenly scalloped edge, reverse foliage silvery white. Medium size plant. 50c.

Sweetpea Red Girl—Huge red flower shaped like a sweetpea. Waxy dark green girl foliage. 50c.

Taffeta—Misty lavender blossoms make a striking contrast to very dark glossy flat leaves. A large plant named for its foliage. 50c.

FERTILIZER :

Our local customers like the violet food which we use. It is completely soluble, economical, and works wonders. One quarter teaspoonful of fine crystals dissolves instantly in one quart of water, and will keep until used. We can mail U. S. customers enough to make several thousand feedings for \$1.00 parcel post prepaid. Violet Food orders cannot be applied to leaf packaging costs, as the Food is shipped separately and is always available regardless of weather.

Thank you for reading our tiny catalog. We hope you will find your choice, and—we will appreciate your telling others about our service.

Cordially yours,

Naomi S. Weeks.

We do not ship plants, in any size. Plants may be purchased at the Rooms with a choice from 175 of the newest varieties. Visitors are always welcome—except on Wednesdays when we are usually out gadding around.

Our customers are lovely people, many of them keep sending new orders and some write encouraging words—we appreciate both. Here are a few of their remarks, wish space allowed for more.

"Leaves arrived in perfect condition. I have never seen such healthy looking leaves and the way you pack them! Look as if you had just cut them. The directions for starting wonderful. Am anxious to help them grow and bloom."
Spokane, Wash.

"Your leaves are wonderful. Have taken as high as 9 little plants off one mother leaf on the first crop. After potting up the first babies, I put the mother leaf back down and raise another crop. I surely am getting my money's worth from these 50c leaves".

Ballston Spa, N. Y.

"Last spring I thought I was foolish to send \$5.00 away off to New York State for leaves, but now I know I was wise. My family believe the violets have done me as much good as medicine. I have raised a nice surplus of all for friends who are ill or need cheering".

Tucson, Arizona

"Thank you very much for the prompt attention you gave my recent order. Your leaves always look so nice and healthy and arrive in perfect condition. The 'babies' are shooting up fast".

Halifax, Nova Scotia

"Just had to drop you a line to compliment you on the way you filled my order for two A. V. leaves. When I saw the box, I thought to myself how sturdy it was—no harm could possibly befall the contents. The leaves themselves were so fresh that you would think they had just been cut. Then to top it all off were your grand instructions. All, in all, a masterful job in my opinion. My gratitude to you for your superb filling of my small order".

Madison, Wis.
